



Somerset Mark Masons and Royal Ark Mariners

Content Guidelines

This guide outlines the key requirements to help you create a quality article ready for publishing.

Structure/ Format

Structure and formatting are key when it comes to producing content. Follow the below checklist to ensure your articles are the best they can be:

- **An article should be between 150 and 500 words.**
- All articles need a clear and concise title or a headline, and should be informative and engaging.
- Additional sub-headings may be used throughout the article to break up the text.
- Bullet-pointed lists can be used to make reading the article easier. But only in addition to the main article, not in place of an actual article.
- Keep paragraphs short and concise, no more than three to four sentences.

Content writing

When writing your articles there are a few things to bear in mind, such as:

- **All articles must be written in the third person.**
- Do not use Masonic jargon, rank, or abbreviations. IE: Do not use V.W.Bro, PPGSwdB, or "Past Provincial" in "Past Provincial Grand Sword Bearer".
- All content must be original and not copied and pasted from anywhere else. If there is information you wish to include in your article from another webpage then re-write it.
- Make sure full details of people you interview and quote are in the copy.
- The hyperlinks need to be descriptive and include the URL in brackets.

Images

Any article that is sent over to be published on the website must have at least one photograph to go with it.

- Images and photos must be high-resolution and in a landscape format.
- Images must be submitted in a jpg or jpeg file.
- The filename should describe the image.